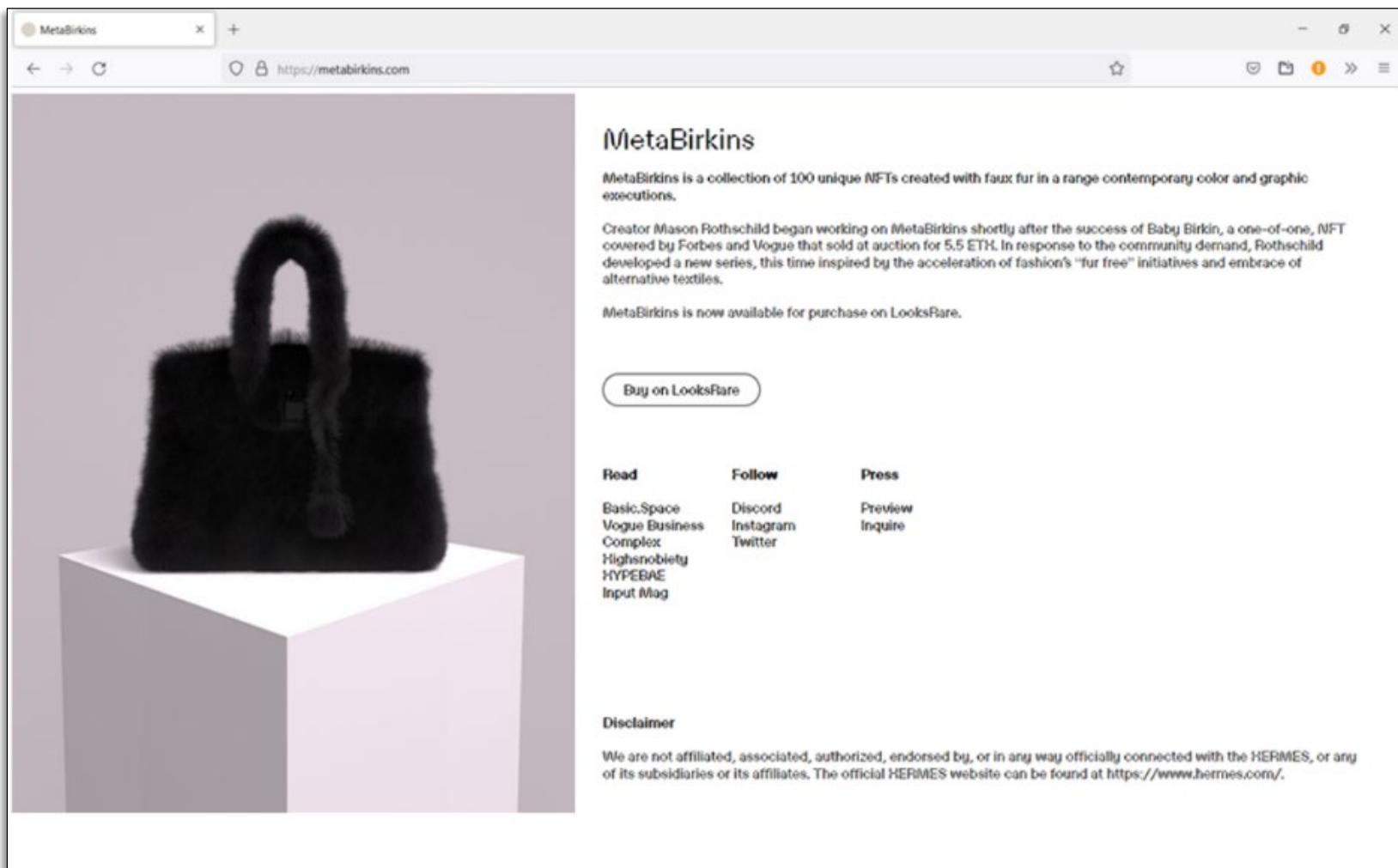


Exhibit 32

The Likelihood of Confusion Survey Measured the MetaBirkins Webpage



The MetaBirkins Webpage Has Superimposed Words (1 of 2)



The MetaBirkins Webpage Has Superimposed Words (2 of 2)

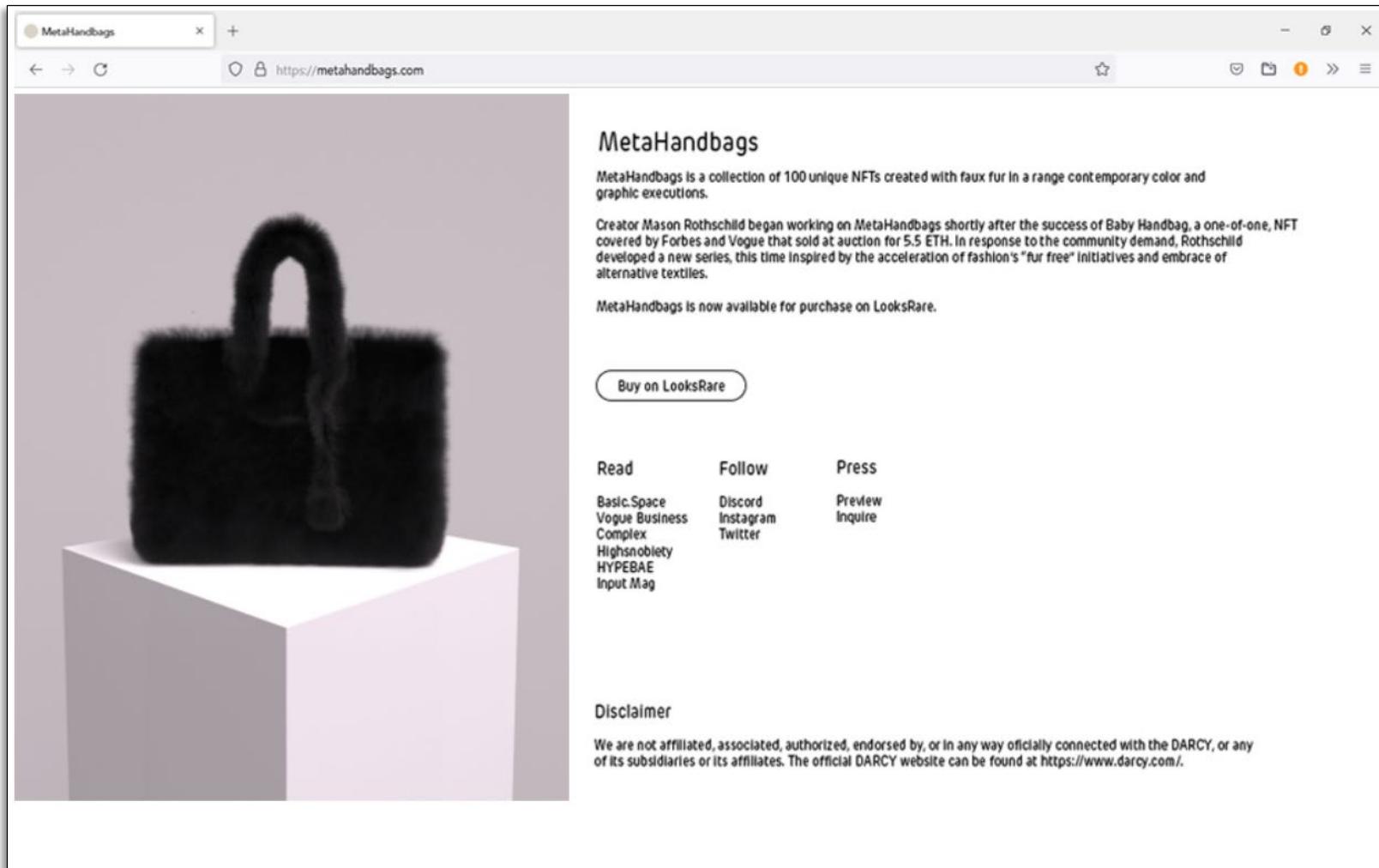


Changes For the Control Version of the MetaBirkins Webpage

1. Changed “Birkin” to “Handbag”
2. Changed “MetaBirkins” to “MetaHandbags”
3. Changed “Hermès” to “Darcy”
4. Changed the shape of the handbags so they looked less like the shape of a Birkin bag:
 - Made the shape more square and less tapered on the sides, with a flatter top
 - Removed the padlock, and removed vertical metallic lines

Case 1:22-cv-00384-JSR Document 185-2 Filed 03/29/23 Page 6 of 12

The Control Version of the MetaBirkins Webpage (1 of 3)



The Control Version of the MetaBirkins Webpage (2 of 3)



The Control Version of the MetaBirkins Webpage (3 of 3)



Questions Asked to Measure Confusion (Company or Brand)

- Q.1** What company, companies, person, or people do you think makes or provides the items shown on the webpage?

- Q.2** What makes you think that? Please be as specific as possible.

- Q.3** Are you aware of any other brands or products made or provided by whoever makes or provides the items on the webpage?

- Q4.** What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage?

- Q.5.** What makes you think that? Please be as specific as possible.

Questions Asked to Measure Confusion (Sponsorship, Authorization, or Approval)

Q.6 Do you think that whoever makes or provides the items shown on the webpage...

Is sponsored, authorized, or approved by another company, person, or brand

Is not sponsored, authorized, or approved by another company, person, or brand

I don't know

Q.7 What other company, person, or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage?

Q.8 What makes you think that? Please be as specific as possible.

Summary of Results From the Survey of NFT Purchasers

Likelihood of Confusion Between Metabirkins.com and Hermès or Birkin	Test Webpage	Control Webpage	Net Confusion
Q.1 The company, companies, person, or people that make or provide the items on the webpage	17.5%	1.9%	
Q.4 Any other brands or products that are made or provided by whoever makes or provides those items	4.1%	1.0%	
Q.7 Any other company, person, or brand that sponsors, authorizes, or approves whoever makes or provides those items	0.0%	0.0%	
Likelihood of Confusion (Questions 1, 4, and 7)	21.6%	2.9%	18.7%

Summary of Results From Handbag Purchasers

Likelihood of Confusion Between Metabirkins.com and Hermès or Birkin	Test Webpage	Control Webpage	Net Confusion
Q.1 The company, companies, person, or people that make or provide the items on the webpage	15.3%	10.1%	
Q.4 Any other brands or products that are made or provided by whoever makes or provides those items	2.4%	2.5%	
Q.7 Any other company, person, or brand that sponsors, authorizes, or approves whoever makes or provides those items	1.2%	2.5%	
Likelihood of Confusion (Questions 1, 4, and 7)	18.8%	15.2%	3.6%